

tax-paying community should have prior rights of purchase in case the municipality of Oakland or the county of Alameda desired to take such action.

If the Permanente hospital addition now authorized would not be a desirable addition to the Alameda County Hospital, it is possible that the city of Oakland might wish to purchase it for use as an emergency hospital, in manner similar to the way in which the city of Los Angeles maintains its large emergency hospital, even though the immense Los Angeles County General Hospital is located within the municipal limits.

Whether the above thoughts that float into mind have or do not have merit is not the question. Rather, it is the obligation of citizens and members of the medical profession to give consideration to these matters in order to set in motion, now, those procedures which will make a matter of record with Federal authorities the request of local communities that they be notified when, at the end of the duration, the disposition of such properties comes up for consideration.

**REPRESENTATIVES OF STATE MEDICAL
ASSOCIATIONS OF PACIFIC STATES
MEET IN JOINT SESSIONS:
A PRESENT-DAY TREND**

Conference on Maternity-Pediatric Program of Federal Children's Bureau.—Resolutions adopted at a meeting in San Francisco on November 2 and 3, 1943, by representatives of the constituent state medical associations of Washington, Oregon, Idaho, Arizona, and California, at a conference called at the instance of the Washington State Medical Association, to consider the maternity-pediatric program of the Federal Children's Bureau, appeared in *CALIFORNIA AND WESTERN MEDICINE* for November, on page 293. Because of lack of space, it was not possible to print the minutes of the interesting proceedings at which the implications of the procedures laid down by the Federal Children's Bureau were then given earnest consideration by the State Association representatives. It is significant that the resolutions adopted are in accord with procedures recommended by other groups that have given attention to the problems involved.

* * *

Joint Meeting of Pacific States Medical Associations to Consider Future Program on Matters of Public Policy and Legislation.—The other meeting of representatives of the medical associations of the Pacific States convened in Salt Lake City on December 11, 1943, upon call issued by the Committee on Public Policy and Legislation of the California Medical Association. It was attended by delegates from the following state medical associations: Arizona, California, Colorado, Idaho, Oregon, and Utah. The report of the proceedings of that conference appears in the current issue of *CALIFORNIA AND WESTERN MEDICINE*, on page 27.

* * *

Significance of the Two Conferences.—The significance of these two conferences rests on their

indication that physicians, through their respective groups in Organized Medicine, no longer confine their thinking and outlook to purely local or even commonwealth needs; but that the present-day vision of members of the medical profession comprehends activities and relationships which will be in line with the many other changes taking place in the social, economic and political environments of the nation.

No longer can the physician, who loves his profession and desires it to maintain its capacity for high quality service, be content to be an entity unto himself. In the todays and tomorrows, more than that will be needed if public health interests and professional standards are to be maintained and perpetuated. The community spirit and coöperative endeavor must be in constant operation if the forces antagonistic to the best interests of Scientific Medicine are to be successfully combated.

It is reassuring to be in a position to place on record meetings such as the two Pacific States conferences recently held. In other portions of the United States, and especially in the Midwest section, like expressions of joint agreement on basic policies of regional and national scope are also becoming manifest.

These meetings may be taken as signs or forerunners that the members of the medical profession are evidencing an increasing interest in the activities of Organized Medicine—to the end that Scientific Medicine, both as regards its quality and its distribution, shall be made available in fullest measure to the people of the United States.

**AN HISTORICAL NOTE ON MEDICAL
JOURNAL ADVERTISING—RE:
C. AND W. M. AND J. A. M. A.**

Annual Conference of State Association Secretaries and Editors at American Medical Association Headquarters.—During the November, 1943, conference of State Medical Association secretaries and editors, held in Chicago, at the dinner to the editors, the major paper by Austin E. Smith, Secretary of the American Medical Association Council on Pharmacy and Chemistry, dealt with the activities and policies of that Council.

In the discussion which followed, the editor of *CALIFORNIA AND WESTERN MEDICINE* called attention to the service that was rendered by the *OFFICIAL JOURNAL* of the California Medical Association in its early years during which it was known as the *CALIFORNIA STATE JOURNAL OF MEDICINE*, when, in its first issue in November, 1902, it editorially announced as its advertising policy the following:

CHARACTER OF ADVERTISING

“The deplorable condition of medical journalism in this country is a matter that has frequently been commented upon. For the most part, every medical journal is supported only by its advertising, and consequently is controlled by the advertisers. As a result its advertising pages have comparatively little value, for the reason that few of the subscribers read them, and few who read have

much faith in the one-sided story which they tell. They teem with advertisements of 'proprietary' and straight-out 'patent' medicines; medicines and preparations which no self-respecting practitioner should touch with a ten-foot pole, let alone even consider the possibility of using. Pages of very many journals are devoted to paid notices of these 'proprietary' articles, and the average physician cannot tell them from the regular reading matter, which they purport to be. That such advertising pays is made evident by looking through the files of prescriptions at any drug store. . . .

"THE CALIFORNIA STATE JOURNAL OF MEDICINE, the official organ of, and partly supported by the Medical Society of the State of California, does not propose to print any such advertising. It will attempt to make its advertising pages as useful to its readers as the pages of reading matter. So far as is practicable, the things advertised in this journal will be tacitly vouched for by the JOURNAL; no matter will be accepted for the advertising pages that is not strictly ethical and legitimate; that is not directly opposed to the spirit of quackery represented by the 'proprietary' and the 'patent' medicine.

"The editor [Philip Mills Jones], who is under bonds to publish the JOURNAL monthly, and is personally responsible for all financial obligations connected with its publication, has been advised that he will secure little or no advertising on the basis outlined. This may or may not be true, but he is going to try it, even if he 'goes broke.' If the regular practitioners of this Coast and Country desire to see one journal in the United States conducted on such a policy, then there is no danger of the JOURNAL not paying its own expenses."

The notable campaign for consistency in text-page and advertising-folio ethics was led by the founder of the OFFICIAL JOURNAL of the California Medical Association, the late Philip Mills Jones, who, subsequently, for many years also rendered exceptional service to the American Medical Association as one of its trustees.

* * *

A Visit From the Surviving Member of the First Publication Committee.—Some six weeks after the recent Chicago meeting, the Editor received a visit from Dr. George H. Evans, president of the California Medical Association in 1907, who is now the senior living ex-president of the California Medical Association. Doctor Evans stated that the purpose of his visit was to submit for consideration, for placement in the records or other use, a letter that he had written after reading an editorial in *The Journal of the American Medical Association* for October 9, 1943, in which the matter of ethical advertising had been portrayed. Doctor Evans was one of three members of the first publication committee of the OFFICIAL JOURNAL—with the late Harry M. Sherman, president of the California Medical Association in 1914, and Editor Jones, who guided the course of the OFFICIAL JOURNAL up to the day of his untimely death on November 27, 1916.

Official Journal of the California Medical Association Was the Only Medical Publication in 1902 With a Stringent Advertising Standard.—

At the Chicago meeting in November, in reply to the CALIFORNIA AND WESTERN MEDICINE's editor's reference to the standards laid down by the OFFICIAL JOURNAL of the California Medical Association, the statement was made that, in those days, namely, the first decade of the present century, there was not a single medical journal that was not guilty of accepting off-color advertising. On that point, Doctor Evans states that, while this may have been the case for all other medical journals, it did not apply at that time to the OFFICIAL JOURNAL of the California Medical Association. Reference to the publications of that period supports Doctor Evans' contention.

* * *

Interesting and Important Letter of Ex-President George H. Evans.—Because the service rendered in those years to the publications of Organized Medicine by the California Medical Association required much courage, and since the historical record is worthy of preservation, the above facts are here recounted.

The interesting letter which Ex-President Evans independently brought to the Editor's office, follows:

(COPY)

GEORGE H. EVANS, M. D.
SAN FRANCISCO

December 15, 1943.

Dr. George H. Kress, Editor,
California and Western Medicine,
San Francisco, California

Dear George:

Your attention is directed to an editorial, "Council Standards and Medical Advertising," appearing on page 354 of the October 9 issue of *The Journal of the American Medical Association*. In this number, several of the state medical journals are brought to task for having strayed from the path of ethical advertising as interpreted by the Council on Pharmacy and Chemistry of the American Medical Association. Among the list of offenders appears CALIFORNIA AND WESTERN MEDICINE, which is charged with carrying in its July issue the advertisements of six nonaccepted products.

As the sole surviving member of the original Publication Committee of the CALIFORNIA STATE JOURNAL OF MEDICINE, I well recall the turbulent birth throes of that JOURNAL, when Philip Mills Jones, Harry M. Sherman, and the writer announced the slogan of "ethical advertising" as the urgent reason for the organization of another medical journal, and trained our guns on the chief offender at that time which was condemning on its editorial pages the nostrums which it was advertising—and receiving money from—on its advertising pages. This was none other than *The Journal of the American Medical Association*.

There may be some survivors of those days who recall the campaign of vilification which followed,

the persecution of Philip Mills Jones and his associates on the Publication Committee, and the final triumph of the infant publication, and vindication of the principle which gave it birth.

That the American Medical Association subsequently claimed the credit for having sponsored the principle of ethical advertising detracts in no measure from the fact that our *STATE JOURNAL* initiated and carried to a successful issue the fight for ethical advertising against the powerful *Journal of the American Medical Association*. I do not know if the charge in this editorial that we have erred in having "published advertisements for six nonaccepted products" is true, nor do I know whether or not we accept the interpretation of the Council on Pharmacy and Chemistry of the American Medical Association as our authority for what constitutes ethical preparations.

It would seem to me, however, that this incident might be considered justification for presenting to your readers a résumé of the early history of our *JOURNAL* and of the splendid fight Philip Mills Jones made for ethical advertising. We owe that aggressive pioneer much for his devotion to the principles of ethical medicine, and I know you thoroughly agree with me that much of the present usefulness of our *JOURNAL* is due to the wise guidance of Philip Mills Jones during its formative period.

With best wishes and the season's greetings,

Cordially yours,

(Signed) GEORGE H. EVANS.

Bohemian Club, San Francisco.

TWO RECENT "CALIFORNIA AND WESTERN MEDICINE" ARTICLES ON MEDICAL PRACTICE

Two Articles Worthy of Perusal.—CALIFORNIA AND WESTERN MEDICINE for December, presented as its leading articles two papers given at the seventy-fifth anniversary of the San Francisco County Medical Society—one by Dr. A. J. J. Rourke of San Francisco, on "Medical Practice of the Future," and the other by Dr. Morris Fishbein of Chicago, on "Medical Practice: Its Evolution."

While the article by Doctor Fishbein gave comment on general historical trends, that of Doctor Rourke dealt with more recent activities; and, in addition, in its conclusions, mentioned in definite terms the author's opinions on national and California experiments, also outlined decisions which must be made by physicians, and gave specific recommendations in relation to the needs of Organized Medicine, in both its national and California relationships.

The attention of readers is called to these articles since they present facts and observations of importance, worthy of careful consideration by every physician who would be alert to what is taking place in medical practice. The suggestion is also submitted, that these two papers might well be made the subject of a review by every county medical society, a general discussion to follow the com-

mentator's remarks. It is through such frank discussion among ourselves that we, as physicians, will better prepare ourselves to educate our lay friends concerning the worth and aspirations of Organized and Scientific Medicine.

PUBLIC RELATIONS SURVEY CONCERNING MEDICAL PRACTICE

Report Will Be Made on California Medical Association Survey of Public Opinion in Relation to Medicine.—CALIFORNIA AND WESTERN MEDICINE for November, on page 255, under the above caption presented editorial comment on the California Medical Association Council action outlined under Item 5 on page 273 of that issue.

For the information of California Medical Association members, the following preliminary report received from Foote, Cone & Belding is appended:

"Interviewing has been completed on the Public Opinion Survey authorized by the Council of the California Medical Society at its meeting October 10, 1943. Tabulation is being rapidly completed. It is expected that reports will be mailed to California Medical Association Council members on the 16th of January.

"Foote, Cone & Belding, which is conducting the Survey for the Association, reports an unusual enthusiasm on the part of the public to express its views on medical matters. This eagerness has been encountered universally in every part of the State, and among all occupational and income groups.

"While unwilling to commit themselves fully prior to the release of the completed survey and the report which they will make personally to the Council at its January 23 meeting, executives of Foote, Cone & Belding responsible for handling the Survey indicate that public relations problems of the medical profession are better than had been thought."

MEDICAL EPONYM

Hines-Brown Test

This test is described by Drs. Edgar A. Hines, Jr. (b. 1906) and George E. Brown (1885-1935) in an account entitled "A Standard Stimulus for Measuring Vasomotor Reactions: Its Application in the Study of Hypertension," which appeared in the *Proceedings of the Staff Meetings of the Mayo Clinic* (7:332-335, 1932). A portion of the article follows:

"The subject is placed at rest for twenty minutes and the blood pressure is taken every five minutes until a constant level is obtained. Then one hand is immersed above the wrist in ice water for twenty to thirty seconds. The temperature of the water varies from 4 degrees to 5 degrees C. The systolic and diastolic blood pressures immediately rise, and then return to the basal level in from one to two minutes. . . .

"It was found that among subjects . . . with organic forms of hypertension, the average increase of systolic and diastolic pressures was greatest for all the subjects studied. . . ."

A later report on the results of this test in 571 normal and hypertensive subjects appears in the *American Heart Journal* (11:1-9, 1936).—R. W. B., in the *New England Journal of Medicine*.